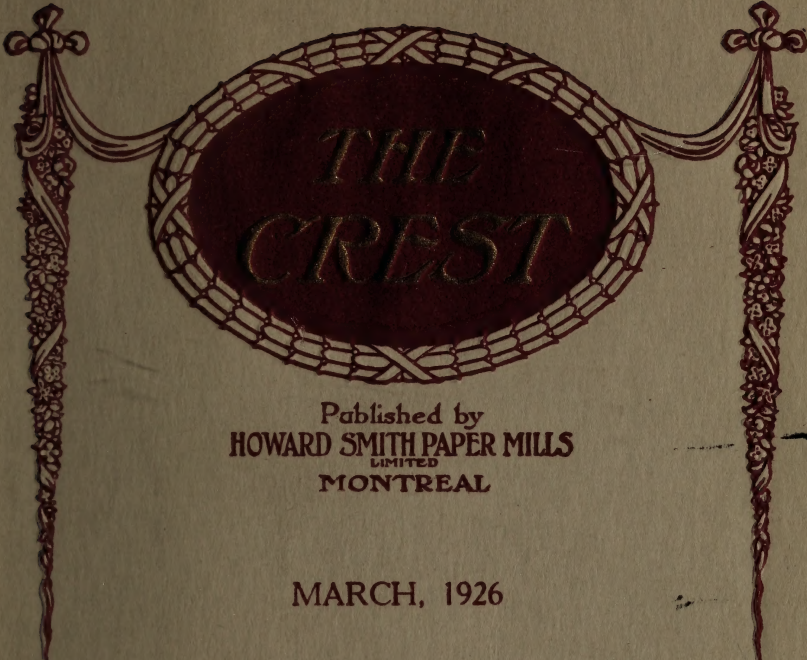




THE CREST

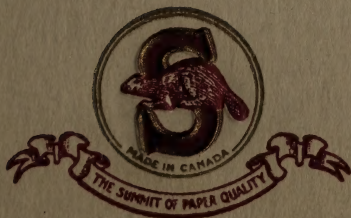
Published by
HOWARD SMITH PAPER MILLS
LIMITED
MONTREAL

MARCH, 1926

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89-M-1.2

GILCHRIST-WRIGHT
LIMITED
TORONTO



The Crest



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TORONTO

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Wave III

MARCH, 1926

Ripple 10

WE WELCOME TO THE FEAST



UNLIKE great magazines and newspapers, the circulation of "The Crest" does not run into hundreds of thousands or millions. Yet, it does nevertheless reach a tidy number of readers in Canada and throughout the world. With this issue, we welcome to our circle many new readers, in fact our list is increased by some ten per cent.

Yes! "The Crest" costs money. So does all business effort to sell. Evidence seems to point to the fact that many are good enough to consider it interesting. To these new names—Manufacturers, Printers and Advertising Agents—we hope it will also prove time-worthy. An occasional letter to the editor from those so inclined will always be welcome. Criticism and suggestion will receive our gratitude and acknowledgment in return.



There is, of course, a purpose behind "The Crest." It leads the thoughts of many to the names of fine Made in Canada papers, even tho' it be but little more,—as Mr. Shakespeare said:—"Than a snapper up of unconsidered trifles."

"THEY SAY. WHAT DO THEY SAY?"

QUITE a few Canadians are asking these days, which is more important a government or a country.

Whether a few seats more or less will pull the cart of business to prosperity or whether business, strong with natural resource and dogged persistence already advancing toward profit, will yank the government along until it's all more or less settled in its stride, whether all this or not, it's not so important to settle as is the daily requirement to keep pushing.

"But it would be nice, gentlemen, ay wouldn't it, to feel that things were stabilized and running along with consistent government policies aimed at greatly improving Canadian conditions as a whole?"



NOT what interests the Boss, the Sales Manager, or the Manager of Production, or the Accountant, or the leading Stenographer whose sister is an artist, but, what interests the "PEOPLE", who should buy, that is the fly to cast on the waters of the buyer's, near-buyer's, and should-be-buyer's pool.



AN OUTSIDE VIEWPOINT ON CANADIAN CITY SALESMANSHIP

Reprinted through the courtesy of Printers' Ink from their issue of December 31, 1925, as written by Henry Eckhardt.

IN 1921, the three Canadian cities of Montreal, Ottawa and Quebec, awoke, more or less simultaneously, to the lure of their winter sports. Here was a new attraction and a new season for American travel.

Montreal raised a joint fund for advertising. Ottawa raised considerable talk. Quebec had its Chateau Frontenac, and Chateau Frontenac had its first season of Chateau Frontenac winter-sport advertising.

Only a few sportsters crossed the border that year. They still kept going to Lake Placid, Poland Springs and The Poconos.

In 1922, Montreal tried "attractions;" bathing girls on the ice, beauty contests, red-fire car-



nivals. Ottawa talked some more. Chateau Frontenac ran its same romantic campaign—from November 20 to February 15, and the next year, and the next.

By 1924, Montreal had quit. Ottawa had quieted down. But in the fashion, society magazines, in the newspapers, frequent references began to appear as follows: "Quebec, the St. Moritz of America." "Quebec, the Winter Sports Rendezvous." "Quebec, the Home of the Glorious Canadian Winter."

In February, 1924, Chateau Frontenac bookings were 200 per cent. greater than in 1921. They were as large as the bookings of a normal June.

Montreal and Ottawa?

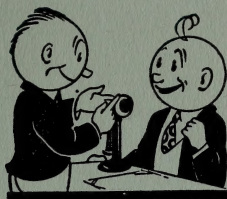
They are still wondering how it was done.

Edit. Note—We might also add that a large tonnage of fine pieces of Direct Advertising, Booklets etc., is being used in the Quebec campaign.

COLOUR

A CITY will stop work to view a rainbow. An express train will put on brakes before a red light. Nature turns dull living into rapture and delight with its tints of spring.

In an effort to attract attention colour holds its place. It relieves monotony. It puts sparkle and brilliance where mere commonplace will no longer hold the eye or mind. Don't be afraid of colour. Papers, inks and printing give wide assortments and pleasing combinations.



LEARNING FROM A FOUR YEAR OLD

TRY it on your own youngsters—and perhaps you'll find the same treatment works with customers.

It is hard to say how many of present day readers will remember a book called *Helen's Babies* in which are outlined the trials and tribulations of an uncle who temporarily takes charge of his sister's children. Being in a somewhat similar position recently an advertising friend made bold to discuss the difficulties of interpreting the childish mind of a four year old boy. As he was only an uncle we were spared the usual "proud parent" yarns of youthful genius. We listened to some humorous developments as a result of the changed authority and then we heard the underlying causes for the outpouring by our friend of family secrets.

"Youngsters seem to have five main lines of resistance," said our friend; and then we let him continue his story without interruption.

"So it wasn't long before I began to think I might acquire some sales knowledge by means of a little study and suggestion."



"I listed these five standard objections as follows:—Why?—I can't—I don't like it—I don't want it—I won't. Digging into what sales experience I had, the first or "why" resistance was almost always overcome by what would logically suggest itself, viz., "*Reason why*," argument steadily "*followed up*" and repeated, with slow insistence and patience, always in understandable words of one syllable."

"The "I can't" resistance wasn't very hard to beat once I had aroused interest. It ran very close to the "It can't be possible" complex. I found the wall of objection crumbled away once a *demonstration* was staged or underway. Accomplishment which showed that "I can" developed a new note of pride, not very unlike the childish joy of oldsters in being early possessors of one of those new toys, which older men buy, or among the first to be able, shall I say, to dance the Charleston."

"The "I don't like it" was never considered as final until it had been proved that a *sample* had been tested."

"When I was faced with "I don't want to" I found I needed to use what ingenuity I could control and reach a compromise by way of bringing about a viewpoint, which admitted that "it" might be *worth trying* and from that the step to positive action was not so hard."

"As for the final and seeming irrefutable argument "I won't," when a little teasing or tempting to reasonableness failed to arouse interest and the stubbornness still waxed strong, then there was nothing left but compulsion."



Having concluded his main theme our advertising friend summed up—"You see you can easily remember these objections and count them on your fingers. If you wish to moralize you'll find that many of the strategies which succeed with the youngsters will go over big with prospects, because there are a great many in any field, who reason against "your product" along one or more of these five objections."

HIGH LIGHTS WHICH DAZZLE THE EYES

Somewhere read, but not dictated.

WE read within the last month of an advertising agency which offered a great artist \$5,000. to design—a wrapper label for soap.

A House Organ which goes to 30 thousand odd business men and SELLS Engineering and Construction Service.

Truly True—as received by a firm of printers and lithographers within the past few days—a letter confirming an order for Advertising Folders, which indicates that some cobblers stick to their last, altho' this cobbler hardly seems to be a shoemaker. "Kindly have 5000 yards of our F-X Folder printed as per last specifications."

ANOTHER HOUSE ORGAN

"I figure that these two copies of the publication, plus the form letter, equal one call by a



first class salesman. Total cost from 10 to 20 cents—compare it with actual cost of first class salesmen's calls in your own concern.

"TWO HUNDRED NEW ACCOUNTS FROM A THOUSAND PROSPECTS"

ONE woollen company by means of a Direct Mail Campaign secured the above remarkable results. As shown in Sales Management the Campaign cost \$1500. and the schedule was as follows:—

First week, two government post cards.

Second week, one card.

Third Week, one card and a four-page illustrated letter in colour with a return post card.

Fifth and sixth weeks, two government post cards each week.

Seventh week, another illustrated letter in color.

Ninth week, a government post card.

Eleventh week, an illustrated folder (four colour process).

Twelfth week, another government post card.

Thirteenth week, the final piece of the series—a four-page illustrated letter with a self-addressed return envelope.

PASTEL Tints,—Shades of Spring, and Sunset Afterglow,—Suggestion of delicate Quality,—do these things convey delight to users of printed suggestion? The name of the new line is Satintone. It's a Howard Smith Blotting in white and four tints. It's smooth as velvet to take halftones. Samples are now in your printer's hands.



MANY AN ADVERTISEMENT

ONE manufacturer, who had been discussing plans for advertising, was suddenly awakened to a flaw in much of present day advertising. The layouts and copy for a campaign to cover an approaching six months were in front of him. Generally he had been eager and mentally alert when semi-annual advertising plans were on the table. This day he could not arouse any interest in what was before him.

"Well, we had better finish these tomorrow as they must be put in hand without delay," he remarked as the conference closed; and somewhat wearily he piled the collection of drawings, copy and layouts to one side of his long work table, and proceeded with other routine matters requiring attention.

Not long afterwards, with letters signed and about to go home, he flicked over the layout and copy for the first piece of advertising. With the day's work off his mind, in the quiet of his office, he brought his thoughts to concentration.



Somehow the appeal did not interest him. He could feel no enthusiasm towards his own suggestion to purchase. He was in fact somewhat antagonistic as a result of the quiet perusal of the message.

"A lot of people must be tired, indifferent or flurried, when they receive advertising messages," he mused, "why is it that my interest is not held?"

With this thought in his mind he drifted through the copy again. As near as such is possible in the case of a manufacturer of his own wares, he was approaching the viewpoint of the outsider; the possible customer which he himself was trying to reach. Then, there came the brilliance of enlightenment. The fog of hazy incoherent thoughts focussed and expressed themselves. "This fellow is trying mighty hard to sell me something and I have a subconscious objection to being sold."

"Let's see now," he continued to himself, "there must be a lot of people who feel the same way. Supposing I was a drug manufacturer I might say something like this."

*Buy Triangle Drugs
They're better, they're cheaper
Don't waste time, just say
Triangle.*

and then I'd get the same feeling of being urged—whereas if I said

*"Triangle Tablets Relieve Pain
They make you feel like a King
Because they're Better."*

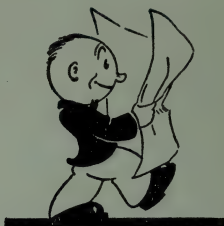


I am face to face with a statement of fact which interests me if I am in pain—and I do not feel that I am being urged and forced into a corner. That's what's wrong with our own plans. We'll just change most of this tomorrow at our conference. I believe I've a slogan which will make our advertising friends sit up. Yes, Sir! I'll just tell 'em to—purge the urge."

Mr. Manufacturer swung round to his roll top desk, closed it with a decisive click and left his office for the day. Discovery had been rewarded with a knowledge of accomplishment.

THAT'S THAT

HE didn't know anything about paper, or about printing, except that one was used to facilitate the other. Just a small town merchant who suddenly decided that he was going to get out some classy letterheads. Had read a lot about letterheads representing the firm, etc., etc. So he called on a printer and asked for a price. He wanted the best that could be obtained. Had visions of some day using a certain paper, one that was extensively advertised and one that most everybody knew about. Fond hopes, however, were not divulged to the printer until he got his price of so much per thousand which included a high quality of rag content paper. "If I can have those letterheads printed on——Bond, I will take them." The printer consented—the paper asked for cost 20c. per pound less than the kind he intended using. THAT'S THAT. *Ex.*



WHY TRY TO DODGE STANDARDS?

FOR many centuries preachers have been trying to get civilization to live to a set of some ten commandments.

Monarchies, Republics and Democracies have been trying to govern citizens to the point of obeying laws.

Homes have been endeavouring to bring up children to reasonable standards of training and culture—and now look at the younger generation.

Business has been sitting up during the dark part of the twenty four hour day trying to breed efficiency to a double nth degree and just look at the present day growth of individualism and the artificial props being used to develop personality.

All in all it looks like a somewhat queer show. But it doesn't take more than a pin to probe to the root of it all. It's just natural. It's human. It's hard to down the individual as seen in his real self, when he decides to break through and let "him as he is" come to the surface.

And, it's really not a bad thing now and again to let everybody get it off their chest.



Which preamble having been accepted as more or less true we want to repeat by way of helpfulness and suggestion the idea, rather forcibly expressed to us by a printer not more than a day or so ago—

“If you paper people could help to get the buyers of printing to realize the advantage of buying printed matter—from letterheads to catalogues in standard sizes it would help our customers, (and they are yours, too), even more than it would help us.”

We cannot help but pass along the suggestion. It's worth a few moments' thought. First, it saves money for the buyer of printing. Then it saves time. It tends to efficiency and it sacrifices no real individuality. It's the treatment of a letterhead, folder, booklet, blotter, broadside or catalogue, granting the equal and proper paper selection, that stamps individuality on the piece. Odd sizes without proper treatment are merely a weak way of attempting to accomplish what can be done while still enjoying the advantages of standard paper sizes.

There are standards of size for every classification of printed matter. Your printer can tell you their dimensions and will help you plan the “personal touch.” For after all that is the point at which craftsmanship enters and ready-made shoddiness retires.

When you write a letter, what do you see?
Is it what has been written or what the recipient will see tomorrow?

ref. for Letterhead Papers—*H.S.P. Extra*



Strong, Krypton Parchment, Krypton Linen Laid, Royal Record, Chaldean Vellum and Bell-Fast Bond.

When mail is sent out at night, are letters weighed to see how much more the envelope might carry for the same postage?

ref. for Folder, Stuffer, Blotter and Enclosure Papers—*Progress and Victory Bonds, Byronic Book, Progress and Satintone Blotting.*

When the cost of a salesman's call has been accurately figured, the expense of a broadside or booklet even from 10 to 50 cents per copy seems relatively small. The Booklet can frequently say much, show much, last longer and be referred to many times at greater convenience to the customer.

ref. for Broadside and Booklet Papers—*Byronic Book, Velvalur (for halftones), Bard of Avon, Carlyle Japan.*

What is the first thing we see after the envelope is opened, of a book, house organ or catalogue?

ref. for Cover Papers—"Made in Canada" Cover as *Ruskin and Locarno Cover Papers.*

Where is the value in the purchase of a product known by a general trade classification? Is it not in the quality produced by the manufacturer?

ref. for—the *finest Super Calendered Paper is "Velvalur."*



Are you adding Paper to your Salestaff this year? It made much profit for business in 1925.



"THE DIRECT-ADVERTISING GAME"

THE other day a Boston business man gave me an oblique glance, and launched this teaser, "Say, Waters, is there anything in this direct-advertising game?"

To call direct advertising a "game" always irritates me; but I told him that on the authority of Edward W. Bok, approximately \$300,000,000 a year was spent for direct advertising—half as much as for all newspaper advertising—twice as much as for general magazine advertising.

"Evidently," I concluded, "advertisers think there is something profitable in it. What do you think?"

"Well," he replied, "I suppose our firm will have to get out a form letter some of these days."

Omigosh!

—From *The Boston Mail*.

Boston Mailing Co., Boston.



HAVE you noticed? And, without moralizing and still wishing to leave some "real" in realism, might it be suggested that if you have noticed how much good paper and bad paper is being blurred, fogged and smirched in certain classes of magazines and "best selling novels" devoted to anything but "parlour stories," might it be suggested that some kind of readers' association be formed which would lift up a banner on which the words "wreck the sex" would catch the sunlight of public approval.



The saddest words
Of Ruth or Lizzie
Are just these four
"The line is busy."

—*Kentucky Cardinal.*

* * *

SCRAPS—BUT NOT A PIECE OF PAPER.

A LOT of scraps result from two men, (who really think the same regarding the question at issue) trying to make the other think they think differently.

* * *

ANOTHER VICIOUS CIRCLE.

"Advertising," said the ad. writer, "is for me nothing but perpetual motion. I write them and get paid for writing them, my wife reads them, and then I pay for them."

—*Judge.*

* * *

THE longer I study type the more I see that its soul is simplicity. Its big and only job is to carry somebody's thought to new eyes. Advertising typography, therefore, should be, first and always, easy to read. If it does "stunts" instead of straight messenger work it is an unfaithful servant.

—*Benjamin Sherbow.*



Howard Smith Paper Mills Limited
with
Representation & Distribution
in the Following Countries

<i>Great Britain</i>	<i>New Zealand</i>	<i>Dominican Republic</i>
<i>Denmark</i>	<i>Hong Kong</i>	<i>Trinidad</i>
<i>Mesopotamia</i>	<i>Japan</i>	<i>Barbados</i>
<i>South Africa</i>	<i>Mexico</i>	<i>Argentina</i>
<i>India</i>	<i>Costa Rica</i>	<i>Uruguay</i>
<i>Straits Settlements</i>	<i>Panama</i>	<i>Chile</i>
<i>Dutch East Indies</i>	<i>Cuba</i>	<i>Peru</i>
<i>Australia</i>	<i>Jamaica</i>	<i>Colombia</i>
	<i>Newfoundland</i>	